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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl No.: 10/796,485 Confirmation No.: 2291

Applicant: Steven M. Stone et al.

Filed: March 9, 2004

Group Art Unit: 3687

Examiner: Andrew Joseph Rudy

Title: **SYSTEMS, METHODS AND COMPUTER PROGRAM
PRODUCTS FOR IMPLEMENTING PROCESSES RELATING TO
RETAIL SALES**

Atty Dkt. No. 940472-267909

Customer No. **85426**

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Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. § 1.312

This Amendment is filed in response to the Notice of Allowance mailed September 23, 2010 and the Supplemental Notice of Allowance mailed September 27, 2010.

Amendments to the Specification begin on page 2 of this paper.

Remarks begin on page 3 of this paper.